City of Long Beach
Working Together to Serve

Memorandum

Date: February 2, 2018

To: Patrick H. West, City Manager

From: Marie Knight, Director of Parks, Recreation and Marine

For: Mayor and Members of the City Council

Subject: **Park Equity Report**

DISCUSSION

At the July 18, 2017 City Council meeting, Councilwoman Gonzalez presented a report (Report) that outlined a portion of the Department of Parks, Recreation and Marine's programming by Council District. Based on that report, the City Council requested the City Manager to work with the Parks, Recreation and Marine Department (PRM) and the Parks and Recreation Commission (Commission), and return to the City Council with a report that details the following:

- Overview of Citywide park programming (hours and funding expended in each park location).
- Basis of prioritization for programming in each area.
- Overview of current park programming participants based on zip code.
- Policies/processes that can be reviewed. Example: Outlining clear rules for Citywide park entertainment, so that it either includes each region of the City, or provides the funding in lieu of, for areas that did not receive the benefit of the Citywide park entertainment.
- Overall suggestions from PRM for more equitable programming, Citywide.
- A timeline for updating both the Open Space and Recreation Element of the General Plan and the Parks, Recreation and Marine Strategic Plan.
- A plan to incentivize the use of underutilized parks that do not over-burden community organizations. This plan should include, but not be limited to, free or reduced fees for groups planning events at underutilized parks, multi-year permits for annual events, and targeted promotion in the surrounding areas for classes offered at underutilized parks.
- A plan to waive park permit fees for organizations that are activating our parks in low programmed areas, and provide umbrella permits for annual community events vs. having community groups apply each and every year for the same event.

In addition, the Report stated:

> *We must take a deeper look at leveraging our limited City resources and community assets within our park system to ensure that we obtain a fair and equitable system that guarantees every resident the same opportunities to thrive, regardless of zip code. Long Beach has formulated many plans (CX3, Westside Livability, etc.) that are related to quality of life as it pertains to poverty levels, unemployment rates, obesity rates, and life expectancy. Historically, zip code 90813 and 90805 have unfortunately experienced challenges in this respect, while also experiencing less park programs and hours, relative to other areas in the city. We can work together to find ways to elevate park programming in areas that do not experience weekly programming or consistent afterschool and summer hours.*

The Report mainly focused on PRM's Contract Class program. This is only one aspect of the PRM's programming, and one that is fee-based in nature. Contract classes provide an opportunity for small business owners and individuals, who may not have the capital to open their own brick and mortar businesses, to utilize City facilities and offer their services to the community for a fee. To address the issues outlined in the Report, it is critical that all programming be examined to determine if there is an inequity in the programming offered, and whether changes are required. In preparation for PRM's response to the City Council's request, four of the Commission committees were engaged for input: Executive Committee, Finance and Appeals, Park Usage and Regulations, and Marketing and Recreation.

BACKGROUND

The Department offers two main types of programs to the community:

Free Programs:	**Fee-Based Programs**
• Youth – Afterschool Programming • Be Safe • Summer Food • Movies in the Park • Teens • WRAP • Youth Sports • Seniors • Summer Fun Days • Senior Swim • Recreational Swim	• Contract Classes: Fitness, Arts and Crafts, Music and Dance, Educational, etc. • Day Camps • Some Aquatics programs • Some Nature Center programs • Adult Sports

When looking at the current allocation of PRM's limited resources, it is important to keep in mind several factors that have influenced the allocation decisions:

- The historical perspective, which is addressed in a subsequent section, with a focus on free programming in the areas of greatest need.
- The location of facilities and other recreational assets that can best accommodate programs and services. Our facilities are very diverse and are not equally dispersed by Council District. For example, some of our greatest assets are our beaches and marinas. Although open and accessible to all, they are physically located in two Council Districts. We have one Nature Center, again, open to all, but located in one Council District. The same can be said for our Homeland Cultural Center, the 4th Street Senior Center, our five golf courses, two historic Ranchos, community pools, Colorado Lagoon, and Rainbow Harbor. Conversely, some of our Council Districts have regional and neighborhood community centers that have an abundance of facility space for programming not available in other Council Districts. Similar to most other cities, our fixed park recreational assets play a large role in the location of our programs and services, as does our ability to provide staffing during program hours. Accordingly, most of our free programming is offered at staffed sites.
- The type of facility is also important. Offering programs to the public is easier and more cost effective in facilities where multiple programs can be offered at the same time, where there is indoor, secure storage and restrooms for participants.

Council Request: What is the basis of prioritization for programming in each area?

During the Great Recession of 2007-08, and again during 2010-12, PRM had significant budget cuts to programs and services. As programs and services have been eliminated, PRM adopted an equitable programming philosophy, which essentially sought to prioritize the free programming offered in those areas determined to be most in need, specifically the southwest, west, central, and northern areas of the city.

To achieve this goal, programs were reduced and eliminated in the east and southeast areas of the city. In addition, during this time, a regional approach was adopted for programming, which concentrated limited resources to where a greater economy of scale existed from a staffing perspective. Thus, a lot of the free programming was concentrated in the City's six regional community centers: Cesar Chavez, Silverado, McBride, Houghton, El Dorado, and the 4th Street Senior Center. Four of the five regional sites devoted to general programs (the 4th Street Senior Center does not serve youth or teens) are on the southwest, west, central, and northern areas of the city.

Although resources were concentrated to the regional community centers, it was important to ensure there were still recreational opportunities available in the other areas of the city. Accordingly, efforts were made to increase fee-based contract class programming in the east and southeast areas of the city.

Council Request: Provide an overview of citywide park programming (hours and funding expended in each location).

Location of Programming

Exhibit A provides a breakdown of where free programs are offered. Approximately 66 percent of the free programming is offered in the southwest, west, central, and northern areas of the city, where the charging of a fee may be a barrier to participation in programs.

Exhibit B provides a breakdown of where fee-based contract classes are offered, during the busy peak summer season. Approximately 64 percent of contract classes are offered in the east and southeast areas of the city, where residents typically have a greater ability to pay for contract classes.

Exhibit C provides a breakdown of programmable facilities. Approximately 61 percent of the square-footage of indoor facility space is in the southwest, west, central, and northern areas of the city. There are certain Council Districts that receive less of the free programming that is offered; however, those Council Districts have less facilities.

Free Program Hours

Exhibit D identifies the number of free programming hours by program category in each Council District. Approximately 65 percent of the hours of free programming offered is in the southwest, west, central, and northern areas of the city, as those areas have the highest need for those services.

Programming Financial Investment

Free Programming: The total General Fund investment for programming is $6,380,463, which includes funding for over 65 full-time and 661 part-time staff, supplies, marketing, and program-related costs. This does not include the investment to clean and maintain the facilities that house these programs. Approximately 64 percent of this investment is in programming in our southwest, west, central and northern areas of the city.

Fee-Based Contract Classes: This is a total cost recovery program. The cost for 1.5 dedicated staff and the printing and mailing of the Recreation Connection brochure is $294,200, which is completely offset by revenue.

Infrastructure Investment

Exhibit E provides a breakdown of the capital improvement investment by Council District over the past five years. Approximately 70 percent of the investment has been in the southwest, west, central, and northern areas of the city. This does not include the investment from Tidelands funds, which are restricted to Tidelands areas.

Council Request: Incentivize the use of underutilized parks by waiving all or a significant portion of fees for community programming and events; and, Commission to return to the City Council with a plan to update waiving park permit fees for organizations that are activating our parks in low programmed areas, and providing umbrella permits for annual community events vs. having community groups apply each and every year for the same event.

The City Charter provides the Commission the authority to review and set park use. The Commission recognizes the great value our partners play in activating Long Beach parks by providing recreational opportunities benefiting the community. To assist these community partners, the Commission established a policy that allows organizations to submit a fee waiver application for the Commission's consideration.

At its December 21, 2017 meeting, the Commission adopted an updated Fee Waiver Policy (see Exhibit F). The Commission had been working to update the Policy for some time prior to the City Council's requests. However, these requests were considered by the Commission prior to the adoption of the updated policy. The Commission concluded that there is not currently a definition of "underutilized park" or "low-programmed areas" that can be applied to their decision-making process for fee waivers. There are several categories of parks within our system. Some parks serve broader geographic areas, and are active with sports fields, facilities, restrooms, and have parking. Other parks serve immediate neighborhoods, with passive recreation opportunities, limited programming, tot lots, and/or picnic areas. Accordingly, our parks are utilized and activated in different ways, and, as such, the Commission did not feel that there would be a logical way to make the determination of what would constitute and underutilized or low-programmed park.

The Commission also felt that the Fee Waiver Policy should be consistent with PRM's reservation policy, which allows for annual permits, but not multi-year permits. The Commission cited several operational issues that support offering only annual permits. These include:

- As observed by the Commission many times throughout the years, events tend to evolve or change in scope from year to year, increasing in size and activities. Thus, a venue permitted one year may not be appropriate the next.
- As an event changes in size and/or scope, insurance requirements, staffing needs, and other factors may change.
- Permit fees for the facility, staffing, or other charges may change from year to year. A blanket multi-year permit does not allow the City to capture those fee increases.
- Facility maintenance schedules are fluid and reservations that are booked further out than one year inhibit PRM's ability to be flexible and close facilities for repairs and maintenance as needed. Oftentimes these projects are scheduled on an annual basis.
- PRM schedules City-offered programs and activities on an annual basis and prior to the facility schedule being opened to the public. Multi-year permits inhibit the flexibility

that PRM needs for City-offered programming. However, the Commission and PRM do allow for multi-date permits within a one-year timeframe. For example, if an organization holds a monthly meeting, it only needs to make one request for those meetings in the given year.

Lastly, the Commission feels that the annual fee waiver approval provides an additional opportunity for the permittee to present the community benefits of their event (essentially the value of the waived fees) and promote the event in a public forum.

Council Request: Explore targeted promotion in the surrounding areas for classes offered at underutilized parks.

Currently, PRM's marketing efforts of free and fee-based programs include: dissemination via PRM's social media accounts (Facebook and Twitter) and website, advertisements in local publications (Press-Telegram, Gazettes, Kids Guide, School News, etc.), the quarterly Recreation Connection Magazine, and to school-aged children through LBUSD.

Additional options could include:

- Recreation Connection Magazine, mailed to households, could be more focused on free programming. However, due to budget cuts over the years and the need for the magazine to be financially self-sustaining, it is now mostly promoting the fee-based programs that bring in revenue. A new publication could be created to market our free programs at a cost of $18,000-$25,000 per year for printing and mailing.

- With additional staffing and resources, targeted marketing could be implemented that would include outreach to neighborhood associations, additional production of flyers to be distributed to all the schools, etc.

- Currently, the classes found in the quarterly Recreation Connection Magazine are translated online in the City's three identified languages (Khmer, Spanish, and Tagalog). If desired, it can be produced in the three additional languages at a cost of approximately $108,000 per year, which includes the quarterly translation and printing. The Commission did not feel this would be a prudent use of resources, but is exploring with staff options for more visible placement of translation information in our current publication. Staff is also working with the City's Language Access Program to identify additional opportunities to disseminate translated materials.

Council Request: Provide a timeline to update the Open Space and Recreation Element of the General Plan (last updated in 2002) and to update the Parks, Recreation and Marine Strategic Plan (last updated in 2003).

The revised timeline of the General Plan update indicates it may be complete at the end of 2018, at the earliest. The update to the Open Space Element would begin following the completion of the General Plan update. Currently, there are no plans to update PRM's strategic plans. However, at the City Council's direction, this could be considered in the

FY 19 Budget development process. Recent efforts in other cities have cost between $150,000 and $600,000 for updated strategic plans.

Council Request: Outline clear rules for citywide park entertainment, so that it either includes each region of the city or provides the funding, in lieu of, for areas that did not receive the benefit of the citywide park entertainment.

In a memo dated August 22, 2017, staff provided the City Council with options related to citywide entertainment. During the FY 18 Budget process, the City Council made the following determination using revenue from the Special Advertising and Promotions (SAP) Fund:

- 9 community summer concerts annually, one per Council District, at a cost of $6,000 each planned by PRM.
- $20,000 each will be set aside as leveraging matching funds for both the Dia de los Muertos and Jazz Festival events.
- PRM will receive applications each year by March 1st from City Council offices interested in utilizing a portion of the final $20,000 for additional community concerts, with the $20,000 divided equally by the number of Council Districts interested in those funds.

Council Request: Explore utilizing a Mobile Rec van, possibly an RV with a Restroom, to help program smaller parks.

PRM had a Mobile Rec van and program for many years, until it was eliminated several years ago due to budget reductions. A Mobile Rec program helps bring activities to smaller parks that do not have facilities. These are ideal for short-term programs as generally these locations do not have restrooms. For regular programming, a restroom option for children is desirable. The estimated costs for this program are $60,000 to $80,000 in one-time start-up costs to include a vehicle with a restroom; and, $84,500 annually to serve a total of four separate sites a week, with afternoon hours during the school year and a summer schedule that provides for two sites in the morning and two in the afternoon on a M-W-F and T-TH schedule.

Council Request: Overall suggestions from PRM for more equitable citywide programming.

The data clearly demonstrates that the majority of the City's investment for park programming, as well as capital improvement investment, is made in the areas of Long Beach that are of the greatest need, as indicated in many of the City's existing plans such as CX3 Pedestrian Plan, Livable West Long Beach, 2017 Socio-needs Index, and the Community Health Index.

Although the majority of current contract classes are offered in the east and southeast areas of the city, that does not mean that PRM has not tried to offer them in other areas. Over the

years, multiple classes offered, particularly in the southwest and western areas of the city, have been cancelled due to a lack of registration. However, PRM has continued to look for ways to focus offerings in these areas. For example, all new contract class instructors are asked to start their relationship with the City by offering their classes in these areas. Some have been successful, but many have not. Instructors cited a lack of registrations, potentially due to the fees charged.

PRM has also looked for ways to incentivize the offering of contact classes in parks where they have historically not been successful. Within our contract class program, the City charges the instructor an Administration Fee per class participant. This fee is either $6 or $8, depending on the length of the class. Several years ago, PRM instituted a practice of incentivizing instructors by waiving the Administration Fee. This incentive means greater revenue directly to the instructor. The instructor can choose to either directly benefit from that revenue, or potentially lower their participation fee, which is often the barrier for some residents in these areas. PRM will continue this practice and the promotion of it to current and new instructors.

In addition, PRM has conducted targeted outreach to our fee-based instructors who live in some of these areas that currently have less offerings, surveying their interest in offering programs in these areas. Some have indicated an interest; however, our regional facilities that the fee-based programs would be scheduled in are largely scheduled with free programming. To accommodate some fee-based programming, PRM would have to eliminate free programming, which PRM does not feel would be in the best interest of the community. Accordingly, staff will be looking at alternative location options such as school district facilities or private businesses.

An online survey is being tested that would provide data related to the types of programs desired in the various Council Districts, as well as the willingness to pay and the threshold for the cost of fee-based programs. Staff is working to get this survey into our community centers and to the community via other mediums.

Other options that could be considered to increase contract class offerings in the south, southwest, central, and northern areas of the city are:

- If desired, PRM can lower the City/Business Owner revenue split. Currently, for every paid contract class, the City retains 35 percent of the class fee. This could be lowered to 30 percent to further incentivize instructors to provide their classes at these locations. However, this would lower the City's overall revenue from this program.

- If the City Council has a desire to bring more fee-based programs to these areas, it could consider providing additional funding to transition some of the fee-based programs to free programs in areas of the city where the fee may be the barrier to participation.

Finally, with respect to looking at our programming through an equity lens, the City is in the process of creating community wellness/equity indicators through the Office of Equity in evaluation of programs and services citywide. This work will be finalized this spring through the City's newly-trained 20-member community facilitator cohort, which will engage the community in the development of policies and programs. Once completed, the Office of Equity will look at areas where disparities exist, and work with City leadership, departments, and communities to design policies, practices, and programs to address these disparities. This will result in greater investments and opportunities in neighborhoods that have historically been underserved.

In conducting research related to the application of an equity lens to the distribution of programming resources, staff was only able to find a few cities that are just beginning to utilize this approach. Since these cities utilize data similar to the community wellness/equity indicators that the Office of Equity will be looking to establish, it is staff's recommendation to wait until those indicators have been set and then look at our policies, practices and programs through that lens. As this report indicates, PRM is already doing a great job ensuring that we are "leveraging our limited city resources and community assets within our park system to ensure that we obtain a fair and equitable system that guarantees every resident the same opportunities to thrive, regardless of zip code."

PRM will continue to be a part of the great work being done through the Office on Equity and will bring forward recommendations that may be necessary as a result of those outcomes.

MK:gk

ATTACHMENTS: EXHIBITS A-F

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA DOUD, CITY AUDITOR
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EXHIBIT A

Parks, Recreation and Marine

Free Program Locations

		Council District 1		**Council District 2**		**Council District 3**		**Council District 4**		**Council District 5**		**Council District 6**		**Council District 7**		**Council District 8**		**Council District 9**	
Free Program	Total Number of Programs Offered	Number Programs	Percent	Number Programs	Percent	Number Programs	Percent	Number Programs	Percent	Number Programs	Percent	Number Programs	Percent	Number Programs	Percent	Number Programs	Percent	Number Programs	Percent
After School Programs	18	3	16.7%	1	5.6%	0	0.0%	3	16.7%	2	11.1%	3	16.7%	3	16.7%	0	0.0%	3	16.7%
Be SAFE Program	11	2	18.2%	1	9.1%	0	0.0%	1	9.1%	1	9.1%	1	9.1%	2	18.2%	1	9.1%	2	18.2%
Summer Food	29	4	13.8%	1	3.4%	0	0.0%	2	6.9%	2	6.9%	6	20.7%	5	17.2%	4	13.8%	5	17.2%
Movies in the Park	39	5	12.8%	2	5.1%	1	2.6%	4	10.3%	6	15.4%	5	12.8%	6	15.4%	4	10.3%	6	15.4%
Teen Programs	5	1	20.0%	0	0.0%	0	0.0%	1	20.0%	0	0.0%	1	20.0%	1	20.0%	0	0.0%	1	20.0%
WRAP Sites	8	1	12.5%	1	12.5%	0	0.0%	1	12.5%	0	0.0%	1	12.5%	2	25.0%	0	0.0%	2	25.0%
Youth Sports	34	4	11.8%	3	8.8%	1	2.9%	5	14.7%	3	8.8%	4	11.8%	6	17.6%	2	5.9%	6	17.6%
Senior Programs	6	1	16.7%	1	16.7%	0	0.0%	0	0.0%	1	16.7%	1	16.7%	1	16.7%	0	0.0%	1	16.7%
Summer Fun Days	21	3	14.3%	1	4.8%	0	0.0%	3	14.3%	3	14.3%	3	14.3%	3	14.3%	1	4.8%	4	19.0%
Aquatic Programs (Free)	3	0	0.0%	0	0.0%	1	33.3%	0	0.0%	0	0.0%	1	33.3%	1	33.3%	0	0.0%	0	0.0%
Adaptive Programs	1	0	0.0%	0	0.0%	0	0.0%	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Municipal Band	23	0	0.0%	3	13.0%	6	26.1%	2	8.7%	6	26.1%	0	0.0%	3	13.0%	3	13.0%	0	0.0%
Total:	**198**	**24**	**12.1%**	**14**	**7.1%**	**9**	**4.5%**	**23**	**11.6%**	**24**	**12.1%**	**26**	**13.1%**	**33**	**16.7%**	**15**	**7.6%**	**30**	**15.2%**

EXHIBIT B

Parks Recreation and Marine

Contract Class Locations

SPRING 2017		
SITE	TOTALS	Percentage
COUNCIL DISTRICT 1	4	0.4%
COUNCIL DISTRICT 2	55	6.0%
COUNCIL DISTRICT 3	330	36.1%
COUNCIL DISTRICT 4	85	9.3%
COUNCIL DISTRICT 5	206	22.5%
COUNCIL DISTRICT 6	52	5.7%
COUNCIL DISTRICT 7	104	11.4%
COUNCIL DISTRICT 8	63	6.9%
COUNCIL DISTRICT 9	15	1.6%
Total All Districts:	914	

SUMMER 2017		
SITE	TOTALS	Percentage
COUNCIL DISTRICT 1	2	0.2%
COUNCIL DISTRICT 2	52	5.5%
COUNCIL DISTRICT 3	351	37.2%
COUNCIL DISTRICT 4	60	6.4%
COUNCIL DISTRICT 5	200	21.2%
COUNCIL DISTRICT 6	121	12.8%
COUNCIL DISTRICT 7	106	11.2%
COUNCIL DISTRICT 8	45	4.8%
COUNCIL DISTRICT 9	6	0.6%
Total All Districts:	943	

EXHIBIT C

Parks, Recreation and Marine

Square Footage of Staffed Program Facilities

	CD 1		CD 2		CD 3		CD 4		CD 5		CD 6		CD 7		CD 8		CD 9	
	Location	**Sq.Ft.**	**Location**	**Sq.Ft.**	**Location**	**Sq.Ft.**	**Location**	**Sq.Ft.**	**Location**	**Sq.Ft.**	**Location**	**Sq.Ft.**	**Location**	**Sq.Ft.**	**Location**	**Sq.Ft.**	**Location**	**Sq.Ft.**
Regional Centers:	Chavez Park	10,656							El Dorado Park West inc. teen ctr	27,087	McBride Park inc. teen ctr & gym	24,497	Silverado Park excl. pool, inc. gym	19,645			Houghton Park	24,175
Community Parks:			Bixby Park	10,613			Stearns Park	4,658	Pan American Park inc. gym	7,952								
							Whaley Park	8,029	Wardlow Park	12,429								
Neighborhood Parks:	Drake	5,992	Miracle Park	0	College Estates Park	2,226	Orizaba Park	4,417			MLK Park excl. pool	7,716	Admiral Kidd Park	4,489	Davenport Park	0	Coolidge Park	1,201
	Seaside Park	0			Recreation Park	9,215	Freeman Comm Ctr	3,382			MacArthur Park excl. theater	7,755	Cherry Park	766	Scherer Park	1,201	DeForest Park	2,098
											Veterans Park	11,956	Somerset Park	737			Ramona Park	4,658
Total		16,648		10,613		11,441		20,486		47,468		51,924		25,637		1,201		32,132
% of total		7.6%		4.8%		5.2%		9.4%		21.8%		23.9%		11.7%		0.5%		14.7%

EXHIBIT D

Parks Recreation and Marine

Free Program Hours by Council District

Council District	Seniors	After School	Fun Days	Teens	Gyms	Be Safe	Movies in the Park	WRAP	Muni Band	Aquatic Programs	Summer Lunch program	Adaptive Program	Youth Sports Program	Total Hours
CD1	**1,506**	**1,674**	**1,170**	**1,134**	**624**	**294**	**20**	**840**	**0**	**0**	**196**	**0**	**4,812**	**12,270**
CD2	**520**	**558**	**390**	**0**	**0**	**147**	**8**	**840**	**6**	**0**	**49**	0	**3,287**	**5,805**
CD3	**0**	**0**	**0**	**0**	**0**	**0**	**4**	**0**	**12**	**520**	**0**	**0**	**1,311**	**1,847**
CD4	**0**	**1,674**	**1,170**	**1,134**	**0**	**147**	**16**	**840**	**4**	**0**	**98**	**2,719**	**8,283**	**16,085**
CD5	**1,506**	**1,116**	**1,170**	**0**	**624**	**147**	**20**	**0**	**12**	**0**	**98**	**0**	**10,845**	**15,538**
CD6	**1,506**	**1,674**	**1,170**	**1,134**	**624**	**147**	**20**	**690**	**2**	**416**	**294**	**0**	**5,907**	**13,584**
CD7	**1,506**	**1,674**	**1,170**	**1,134**	**624**	**294**	**24**	**1,680**	**12**	**208**	**196**	**0**	**8,946**	**17,468**
CD8	**0**	**0**	**390**	**0**	**0**	**147**	**16**	**0**	**12**	**0**	**196**	**0**	**1,650**	**2,411**
CD9	**1,506**	**1,674**	**1,560**	**1,134**	**0**	**294**	**24**	**1,680**	**0**	**0**	**245**	**0**	**9,918**	**18,035**
Grand Total:	**8,050**	**10,044**	**8,190**	**5,670**	**2,496**	**1,617**	**152**	**6,570**	**60**	**1,144**	**1,372**	**2,719**	**54,959**	**103,043**
														% of Total Hours
CD1	18.7%	16.7%	14.3%	20.0%	25.0%	18.2%	13.2%	12.8%	0.0%	0.0%	14.3%	0.0%	8.8%	11.9%
CD2	6.5%	5.6%	4.8%	0.0%	0.0%	9.1%	5.3%	12.8%	10.0%	0.0%	3.6%	0.0%	6.0%	5.6%
CD3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	20.0%	45.5%	0.0%	0.0%	2.4%	1.8%
CD4	0.0%	16.7%	14.3%	20.0%	0.0%	9.1%	10.5%	12.8%	6.7%	0.0%	7.1%	100.0%	15.1%	15.6%
CD5	18.7%	11.1%	14.3%	0.0%	25.0%	9.1%	13.2%	0.0%	20.0%	0.0%	7.1%	0.0%	19.7%	15.1%
CD6	18.7%	16.7%	14.3%	20.0%	25.0%	9.1%	13.2%	10.5%	3.3%	36.4%	21.4%	0.0%	10.7%	13.2%
CD7	18.7%	16.7%	14.3%	20.0%	25.0%	18.2%	15.8%	25.6%	20.0%	18.2%	14.3%	0.0%	16.3%	17.0%
CD8	0.0%	0.0%	4.8%	0.0%	0.0%	9.1%	10.5%	0.0%	20.0%	0.0%	14.3%	0.0%	3.0%	2.3%
CD9	18.7%	16.7%	19.0%	20.0%	0.0%	18.2%	15.8%	25.6%	0.0%	0.0%	17.9%	0.0%	18.0%	17.5%

Free Program Hours for Specialized Programs by Council District

Council District	Long Beach Senior Center	Homeland Cultural Center	Nature Center	Total Hours
CD2	**2,965**			**2,965**
CD4			**2,772**	**2,772**
CD6		**2,652**		**2,652**
Grand Total:	**2,965**	**2,652**	**2,772**	**8,389**

Exhibit E

Parks, Recreation and Marine Five year CIP Investment by Council District

FY 2013- FY 2018

Council District	Budgeted Investment	% of Total Investment	Major Projects
1	$12,506,065	16.3%	Drake Chavez Greenbelt, Gumbiner Park, Drake Park Playground, Seaside Artificial Turf Field, Drake Park Artificial Turf Field
2	$3,484,695*	4.5%	Promenade Park Playground, Bixby Park Improvements, 4th Street Senior Center Improvements
3	$3,176,238*	4.1%	Marina Vista Park Improvements, PE ROW, Recreation Park Improvements, Rancho Los Alamitos Upgrades
4	$8,686,720	11.3%	Orizaba Park Community Center, El Dorado Park Nature Center Entry, Stearns Park Improvements
5	$7,607,935	9.9%	El Dorado Regional Park Improvements, Heartwell Park Irrigation, Median Refurbishment
6	$12,435,988	16.2%	McBride Teen Center, McArthur Playground, Chittick Field, Locust Tot Lot.
7	$9,562,544	12.5%	Admiral Kidd Artificial Turf Field, Baker Mini Park, Willow Springs Park, Somerset Park Improvements
8	$6,697,221	8.7%	Rancho Los Cerritos Improvements, DeForest Park Wetlands, Davenport Closure, Los Cerritos Playground, Scherer Park Sports Court Improvements
9	$12,637,153	16.5%	Houghton Park Community Center, DeForest Park Wetlands

*Does not include Tidelands funded projects

EXHIBIT F

Policies and Procedures

City of Long Beach, Department of Parks, Recreation and Marine

Subject: FEE WAIVER POLICY Number: 3.15

1.0 PURPOSE

1.1 To provide policies and procedures for requesting and approving a waiver of departmental fees and charges established by the Parks and Recreation Commission, in accordance with the Long Beach Municipal Code 2.54 and the City Charter, Article IX, Section 902.

2.0 POLICY

2.1 The Department of Parks, Recreation and Marine (Department) recognizes and appreciates the value of partnering with other agencies and organizations to provide services that benefit the community and its residents. In an effort to provide support to organizations that help activate our parks by providing community benefits that the City of Long Beach (City) is unable to provide, the following procedures have been established for determining when application fees, facility use fees, permit fees, or other departmental charges established by the Parks and Recreation Commission (Commission) may be waived.

2.2 All fee waivers must be approved by a majority vote of the Commission.

2.3 As stated in the Long Beach Municipal Code 2.54.010, any aggrieved person may appeal a decision or action made by the Parks and Recreation Commission to the Long Beach City Council.

3.0 RESPONSIBILITY

3.1 Fees established by the Parks and Recreation Commission for the use of City parks and facilities (Facility Use Permit Fees) may be waived by the Commission if the applicant requests a fee waiver under one of the categories defined in this policy and the appropriate criteria are met.

3.2 Application for a fee waiver must be submitted and non-waivable fees must be paid no later than 45 days prior to the date of the event for the applicant to secure reservation and to be eligible for fee waiver. .

3.3 Approval of a fee waiver does not relieve the applicant of the obligation to comply with all other permit requirements, including but not limited to liability insurance, health permits, etc.

3.4 This policy and procedure does not apply to fees assessed by the Office of Special Events pursuant to 5.60 of the Long Beach Municipal Code, or fees required by other City departments.

4.0 ESTABLISHED FEES ELIGIBLE FOR CONSIDERATION

The following list defines the Commission established fees that can and cannot be waived.

4.1 Fees and costs that may be eligible for waiver by the Commission:

(a) Application fees
(b) Participant fees
(c) Permit fees
(d) Permits to gather fees
(e) Park and/or Facility use/rental fees

4.2 Fees and costs to the Department that cannot be waived by the Commission:

(a) Staffing or labor reimbursement costs
(b) Security costs
(c) Utility reimbursement costs
(d) Deposits for damages to facilities
(e) Refuse removal costs
(f) Custodial costs
(g) Maintenance costs
(h) Other City department charges

5.0 ELIGIBILITY FOR FEE WAIVER

The Commission recognizes the great value that our partners play in activating Long Beach parks by providing recreational opportunities benefitting the community. In an effort to assist these partners, the Commission may waive fees for an organization, individual or program if it determines that meets each of the following:

5.1 The event or program is open to the public[1] and is in compliance with the City's non-discrimination policy; and

(a) The event or program is consistent with Department mission, values, and objectives; and

[1] Events open to the public may require registration, participation or admission fee.

(b) The program or event provides a valuable benefit to the Long Beach community or Department; and

(c) The established fees would cause financial hardship to the organization that would impede their ability to provide a valuable benefit to the community; and

(d) The proposed event or program will have no detrimental impacts on existing facilities or cause the need for increased maintenance; and, will not displace any existing City programs or reservations and otherwise monopolize the facility preventing the use in the future by others; and

(e) The Fee Waiver Application (Application) is submitted at least 45 days prior to the date of the event; and

(f) There is no evidence of previous violations of any permits previously issued to applicant or of the Fee Waiver Policy (organizations that violate this Policy or present false information about their event or program may not be eligible for fee waivers).

(g) The agency is providing an event or service that is free and open to the public benefiting the Long Beach community/charity; or

(i) The agency is a Long Beach based organization and is providing a minimal fee service or program that results in a valuable benefit to the community; or

(ii) The Applicant can attest and verify that no profit will be made from the event by the permitting organization or by any other private individual or business; or

(iii) If fundraising is involved, adequate proof that the donation was given to the charity of choice and will be provided to the Commission via the Post Event Summary Form.

5.2 Organizations not based in Long Beach, but directly benefit the Long Beach community, can qualify for a fee reduction of up to fifty percent (50%) of the fees and costs identified in Section 4.1.

6.0 ELIGIBILITY FOR FEE EXEMPTION:

An organization may be exempt from fees as established in Section 4.1 of this policy, if they meet one or more of the following criteria and thus a fee waiver is not required:

6.1 Intergovernmental Cooperation:

(a) The organization is another governmental agency; and

(b) The use of the facility is related to the performance of the agencies' governmental duties and is related or of concern to a significant portion of City residents; and

(c) The activities associated with the event can be provided for within the Department's existing allocations without a reduction in services in other areas of the Department.

6.2 City Sponsored:

(a) The program is sponsored by another City Department.

(b) The activities associated with the event will not place any undue financial burden on the Department.

7.0 PROCEDURE

Fee Waiver Applications must be approved by a majority vote of the Parks and Recreation Commission. Eligible Applications will be considered as part of the regular Commission Agenda on a monthly basis.

To be considered at the next regularly scheduled meeting of the Commission, Applicants must submit requests to Registration/Reservations at least (45) days prior to the date of the event to be added to the Agenda and publicly noticed.

Organizations that meet the Fee Exemption Criteria in Section 6.0 are not required to submit a fee waiver request.

7.1 Fee Waiver Application Procedure

(a) Applicant completes Reservation Process and pays applicable, non-waivable, fees (identified in Section 4.2) at the Registration/Reservations Office prior to submitting a fee waiver application.

(b) Applicant completes Application for a fee waiver and submits to the Registration/Reservations Office.

(Applications must be submitted 45 days prior to the date of the event to be eligible for consideration. To ensure necessary processing time,

it is encouraged that fee waiver requests be submitted up to six months in advance.

(c) Applicant may be asked by Director or Designee to submit additional information (such as financial data/projections) to support Application. If additional information is not supplied as requested, the Application will not receive consideration.

(d) Commission votes to approve or deny Application. Applicant may appeal decision of Commission to the City Council (see Section 7.2).

(e) Applicant is required to provide a Post Event Summary Report to the Department within 90 days following the event/program date. Fundraising events will be required to submit a financial summary and confirmation that the proceeds have been provided to the identified charity.

(f) Failure to abide by this policy and/or other City rules and regulations may result in the permittee being denied for any future fee waiver requests.

(g) At the Commission's discretion, Applicants with multiple requests for a fee waiver may be denied if it is determined that an undue burden is being placed on Department resources or the ability to equally serve other residents and organizations.

(h) Organizations with ongoing events or programs that have a consistent and regular schedule fall under the Department's blanket permit process and can be applied for via an annual fee waiver application.

7.2 City Council Appeal Process

Per Long Beach Municipal Code 2.54.010, a person may appeal any decision of the Parks and Recreation Commission to the City Council, as follows:

(a) Appeals shall be filed with the City Clerk within ten (10) calendar days following the decision or action by the Commission. Acceptable correspondence includes a letter to the City Clerk submitted by U.S. mail or by e-mail.

(b) Upon receipt of an appeal, the City Clerk shall (1) promptly notify the Department of Parks, Recreation and Marine, and (2) set the date of Council hearing. The hearing shall be held within thirty (30) calendar days after the appeal is filed.

(c) Once the hearing date has been established, the City Clerk shall notify the Department of Parks, Recreation and Marine, the appellant, or other interested parties, as indicated in the Municipal Code of the said date. The City Clerk shall notify such interested parties of the Council hearing not less than ten (10) days before the hearing.

(d) Not less than fourteen (14) days before the hearing, the Business Operations Manager, in conjunction with the appropriate Bureau Manager, shall provide the Director of Parks, Recreation & Marine with a written report of the Commission decision or action on the appealed item, in accordance with the established schedule for City Council letters.

(e) After a hearing, the City Council may affirm, modify or overrule the decision or action of the Parks and Recreation Commission, but any such action by the City Council shall require a two thirds (2/3) majority vote. If the City Council fails to obtain the requisite votes to affirm, modify or overrule, the decision or action of the Parks and Recreation Commission shall stand.

8.0 REVIEW AND REVISION

It is the responsibility of the Business Operations Manager to review and update this policy and procedure on a regular basis.

9.0 REFERENCES

The above policy follows the guidelines and regulations listed in the following documents. For further information refer to such documents.

1. City of Long Beach, Municipal Code, Chapter 2.54 Parks and Recreation Commission, Section 2.54.005 Authority
2. City of Long Beach, Municipal Code, Chapter 2.54 Parks and Recreation Commission, Section 2.54.010 Appeal of Decisions
3. City of Long Beach, City Charter, Article IX, Section 902
4. Recreation Commission Policy, Issuance of Use Permits for Community Centers and Specified Facilities

APPROVED: Marie Knight

MARIE KNIGHT DIRECTOR
Rev 12/14/17

AUTHORIZED ON: 12-21-17